

**FOR IMMEDIATE RELEASE**

1634 North Main Street, Suite 102  
High Point, N.C. 27262

**CONTACT:**

Logan Garrett  
[lgarrett@bouvierkelly.com](mailto:lgarrett@bouvierkelly.com)  
423-519-9979

**Visit High Point Unveils the 2023 Official Destination Guide**

*The annual resource for prospective visitors features a new look, size, and expanded content.*

HIGH POINT, N.C. (May 25, 2023) — Visit High Point has released the 2023 Official Destination Guide, a comprehensive resource for visitors and locals to explore and experience the city's diverse offerings.

The 2023 Official Destination Guide stands apart from its predecessors, boasting several key updates designed to elevate the reader experience. One of the notable updates in the Destination Guide is its new, larger size, which provides ample space to showcase compelling visuals and detailed information, making it even easier for visitors to immerse themselves in all that High Point has to offer.

Another highlight of the 2023 Official Destination Guide is the inclusion of unique feature stories. These thoughtfully curated articles delve into the rich history, culture, and attractions that define High Point, allowing readers to gain deeper insights and discover hidden gems within our community.

To assist visitors in planning their itineraries, the guide introduces carefully crafted sample itineraries. Whether visitors are seeking a weekend getaway, a family-friendly adventure, or a culinary exploration, these itineraries offer tailored suggestions that cater to a wide range of interests.

The new guide also boasts extensive listings for a variety of categories, ensuring that every visitor can find exactly what they're looking for. From attractions that showcase the city's cultural offerings to a diverse selection of restaurants that satisfy every culinary craving, the guide covers it all.

The 2023 Official Destination Guide is available at the High Point Regional Visitors Center, hotels, and area attractions, as well as digitally [on Visit High Point's website](#).

###

**About Visit High Point:**

Visit High Point is the official destination management and marketing organization that positions High Point as a vibrant destination that visitors will enjoy, and locals will want to promote. Our vision is to leverage High Point's reputation as the Home Furnishings Capital of the World™ and the home of a

world-class University to further the evolution of High Point as a unique destination. While the focus is to increase economic impact by providing first-class service to our visitors and meeting planners, Visit High Point also works to develop our city as a year-round destination that is competitive in the marketplace, generating more brand ambassadors and fans. We want each visitor to make yourself at home in High Point, NC. Established by state legislation in 1984, Visit High Point, a non-profit 501 c 6 organization is funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county, or state – are used to fund Visit High Point. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit [www.visithighpoint.com](http://www.visithighpoint.com).